

To establish and manage customer requests such that the full potential to both the customer and the business is exploited

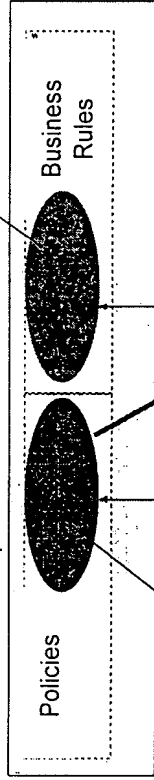


Figure 3

Receive and Record request

Controls

Rules for customer engagement



Policy on Customer engagement

Receive and record request

CAMPPro Customer engagement

Ability to engage Customer positively

Customer services manager

To determine through initial qualification whether a submitted request

declined

Company Policy on Customer Engagement

- What to do when customers say hello
- 1 Considering the strategy for the customer relationship
 - 2 Assessing the conversation outcomes
 - 3 Giving the response
 - 4 Following up

Figure 4

Figure 5

